GOVERNMENT OF INDIA
AGRICULTURE
LOK SABHA

UNSTARRED QUESTION NO:3555
ANSWERED ON:21.03.2001
SOFT DRINK INDUSTRY
DR. KIRIT SOMAIYA

Will the Minister of AGRICULTURE be pleased to state:

(a) Whether it is a fact that there is significant potential in the soft drink industry;

(b) If so, the details thereof;

(c) The total employment opportunities generated by soft drink industry during the last three years;

(d) Whether it is also a fact that this industry is likely to generate 11 lakhs jobs during the coming three years; and

(e) If so, the benefits likely to be given to soft drink industry by Government for job orientation?

Answer

THE MINISTER OF STATE FOR FOOD PROCESSING INDUSTRIES (SHRI TH. CHAOBA SINGH)

(a) & (b): As per industry estimates, the soft drink industry is likely to witness a 50% growth in volumes during the next three years.

(c): Total employment generated by the soft drink industry is estimated at 1,25,000.

(d): The projected growth in soft drink industry is likely to generate 70,000 jobs during the coming three years.

(e): In the Union Budget for 2001-02, it is proposed to reduce the special excise duty on soft drinks from 24% to 16%.